



August 30, 2006

Mr. Les Boles, Director
Office of State Budget
1201 Main Street, Suite 950
Columbia, SC 29201

Dear Mr. Boles:

Enclosed please find the South Carolina State Museum Commission's Budget Plan for Fiscal Year 2007 – 2008. The Museum is requesting recurring funds of \$540,000 and non-recurring funds of \$50,000 totaling \$590,000 for three priority requests. We are not requesting incremental FTE's over current status. The Museum is requesting one proviso change. We are additionally requesting \$2,500,000 in new capital funds which will complete the funding for our proposed Observatory, Planetarium, Theater (OPT) project.

Sincerely,

William Calloway
Executive Director

I. EXECUTIVE SUMMARY

B. **Statewide Mission:** Through innovative partnerships, comprehensive collections, and stimulating exhibits and programs, the South Carolina State Museum provides educational environments that entertain, inspire imagination and creativity, and enrich the lives of visitors.

- (1) **OPERATIONS** - Increasing attendance and revenues in order to become more self-sustaining and reduce and offset the loss of the amount of annual State appropriation.
- (2) **SUPPORT** - Increasing citizen, corporate, and foundation private financial support for the museum.
- (3) **ACQUISITIONS** - Acquire, preserve and use collections of distinction.
- (4) **CONTENT** - To improve exhibits educational programs and public programs.
- (5) **SERVICE** - To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum's ability to provide benefits to the public.
- (6) **FACILITIES** - Provide facilities and technology that meet customer expectations, museum standards and programming needs.
- (7) **QUALITY** - To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.

Summary of Operating Budget Priorities for FY 2007-08:		FUNDING					FTEs			
		State Non- Recurring	State Recurring	Federal	Other	Total	State	Fed.	Other	Total
Priority No.: 1	Title: Marketing	\$25,000	\$240,000	0	0	\$265,000	0	0	0	0.00
Strategic Goal No. 1,2,3,4,5,7 Activity Number & Name: 884 - Operations										
Priority No.: 2	Title: Acquisitions	\$25,000	\$100,000	0	0	\$125,000	0	0	0	0.00
Strategic Goal No. 1,2,3,4,7 Activity Number & Name: 881 - Collections										

Summary of Operating Budget Priorities for FY 2007-08:		FUNDING					FTEs			
		State Non- Recurring	State Recurring	Federal	Other	Total	State	Fed.	Other	Total
Priority No.: 3	Title: Rent	0	\$200,000	0	0	\$200,000	0	0	0	0.00
Strategic Goal No. N/A Activity Number & Name: All										
TOTAL OF ALL PRIORITIES		\$50,000	\$540,000	\$ 0	\$ 0	\$590,000	0.00	0.00	0.00	0.00

E. Agency Recurring Base Appropriation:

State \$ 4,822,758

Federal\$

Other \$ 1,492,299

F. Efficiency Measures:

- The agency has reduced operating and personnel expenses while at the same time increasing earned revenues.
- The agency requested and received \$250,000 in grants from the City of Columbia and surrounding counties to fund out of area marketing initiatives.
- FTE staffing levels has been reduced to 36 from an approved level of 67.
- Earned revenue has increased as a result of enhanced programming and marketing so as a result certain expenses supporting the mission of the museum were able to remain funded rather than be eliminated.
- As a result of the passed legislation the museum was able to generate over \$120,000 of new revenues via food service
 - New Crescent Café - On site restaurant generated \$69,000
 - Boxed lunch program for schools generated \$17,000 in sales.
 - Catering generated \$34,000 in sales
- Our Cost per Visitor has been reduced from \$43 to \$28; a \$15 improvement.
- The bringing in of the high profile blockbuster exhibits generated increased attendance and revenues.
- The expansion of a series of signature events such as the Fall Festival and Halloween exhibits increased attendance and the resulting earned revenue.
- Outsourcing the “Summer Camp” program generated incremental dollars and quadrupled participation.
- The museum took its retail products off-site to sell at assorted shows and as a result generates an additional \$25,000 in store sales.

G.

Summary of Capital Budget Priorities:			Additional State Funds	Previously Authorized State Funds	Total Other Fund Sources	Project Total
Priority No.: 1	<u>Project Name:</u> Observatory, Planetarium, Theater (OPT) Activity Number & Name: ALL	Project No*: H95 – 9501AC	\$2,500,000	\$9,000,000	\$4,500,000	\$16,000,000
Priority No.:	<u>Project Name:</u> Activity Number & Name:	Project No*:	0	0	0	\$ 0
Priority No.:	<u>Project Name:</u> Activity Number & Name:	Project No*:	0	0	0	\$ 0
TOTAL OF ALL CAPITAL BUDGET PRIORITIES			\$2,500,000	\$9,000,000	\$4,500,000	\$16,000,000

* If applicable

H. Number of Proviso Changes: 1

I. Signature/Agency Contacts/Telephone Numbers:
William Calloway, Agency Director/803-898-4930
Gina Huffman, Finance Director/803-898-5766

II. DETAILED JUSTIFICATION FOR FY 2007-08 OPERATING BUDGET PRIORITIES

- A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission
- B. Priority No. 1 of 3
- C. (1) Title: Marketing
(2) Summary Description: The museum is requesting recurring funds for paid media advertising as well as provide on going funding for an in-house web-master and internet marketing manager. Current \$200,000 grant from City of Columbia for paid media is not expected to continue after 2006/7 after receiving for three years. Museum currently is woefully behind industry standards relative to internet marketing and fulfillment of product and needs a staff person to manage that marketing operation. Also these funds will be used to do visitor research relative to visitor and non-visitor experience and perceptions to the museum's product.
(3) Strategic Goal/Action Plan (*if applicable*): This funding request relates directly to our strategic goals of (1) Operations, (2) Support, (3) Content (4) Service (5) Facilities and (7) Quality. Paid media will increase visitation to the museum thus addressing our primary mission of enriching the lives of the South Carolina citizens. Once updated, the marketing driven web site will lead to more visitation, more accessible content, ease of partner support, and will produce a result that is up to the quality and competitive standards. Our action plan includes the development of an interactive web site that is user friendly and easily accessible so that all visitors and non-visitors can relate to the museum product and offerings in a state of the state virtual arena.
- D. Budget Program Number and Name: IIE – Marketing, IIIC - Benefits
- E. Agency Activity Number and Name: “Operations - 884”,
- F. Detailed Justification for Funding
 - (1) Justification for Funding Increase:
 - a) Mission and Outcomes – The overall mission of the museum of telling the stories of South Carolina's past, present, and future which result in a educational enriched visitor will be enhanced with a technological current web site and sufficient paid advertising. Successful outcome measures include the increased attendance, earned revue, increased membership, increased partners, more artifact donations, more informed stakeholders, more current information, higher store sales, improved quality perception, and the meeting of competitive standards such as on-line ticketing. The museum works with numerous science, educational, art and history organizations including the SC Arts Commission, SC Archives, and the Department of Education in the delivery of these outcomes. The research will be done by the USC school of International Tourism Research Institute.
 - b) The base funding currently does not cover paid media and the manager position would be filling a now vacant slot. The requested funding will allow the museum to increase and enhance its impact and reach of its educational product to both museum visitors and non-visitors.

- c) The South Carolina State Museum is the largest museum in the state and is the only one charged by statute to be all encompassing of the State's history. Other museums with very specific and limited content that are State funded are the McKissick museum at USC and the Confederate Relic Room; both located in Columbia.
- d) This is a priority in order for the State Museum to effectively communicate with its potential and active visitors and as a result maximize the positive dollar and educational impact potential.
- e) There are no other sources of funds available to be used for this purpose.
- f) There is no existing General Funds carry forward and the Trustees of the Museum Commission have earmarked and restricted Other Funds Cash balances to the primary pressing need of the facility which is to renovate the permanent galleries and bring them up to current competitive standards.

(2)

FY 2007-08 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service		\$31,500			\$31,500
(c) Employer Contributions		\$8,500			\$8,500
Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses	\$25,000	\$200,000			\$225,000
Total	\$25,000	\$240,000	\$ 0	\$ 0	\$265,000
<i>* If new FTEs are needed, please complete Section F (Detailed Justification for FTEs) below.</i>					

- (3) Base Appropriation:
- | | | |
|---------|------------|----------------------|
| | IIE | IIIC Benefits |
| State | \$ 20,000 | \$408,072 |
| Federal | \$ | |
| Other | \$ 143,461 | \$67,729 |

- (4) Is this priority associated with a Capital Budget Priority? NO _____ If so, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

(1) Justification for New FTEs

(a) Justification:

(b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0
(c) Fringe Benefits					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0
(c) Fringe Benefits					\$ 0

(3) FTEs in Program Area per FY 2006-07 Appropriation Act:

State _____

Federal _____

Other _____

Agency-wide Vacant FTEs as of July 31, 2006: _____

% Vacant _____%

H. Other Comments: Identification of core audience needs via research and then an impactful marketing plan to communicate those needs and match with internal product offerings are a core function of delivering on the promise of the museum's mission.

II. DETAILED JUSTIFICATION FOR FY 2007-08 OPERATING BUDGET PRIORITIES

A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission

B. Priority No. 2 of 3

D. (1) Title: Acquisitions

(2) Summary Description: The museum is requesting recurring funds to improve artifact storage and to acquire artifacts to add to the collection of the state museum. Presently there is an immediate need for funds to acquire artifacts for our planned renovation of the Civil War exhibit area. This acquisition would fill a large gap in the collection of the museum. Additionally these funds would allow the museum to improve the storage capacity of the collection through the addition of storage racks and more climate controlled rooms. All counties in the State are represented by the 175,000 visitors to the museum who would be enthralled, challenged, and educated by this premier collection and/or other artifacts or collections that could be acquired using these funds.

(3) Strategic Goal/Action Plan (*if applicable*): The collection of artifacts and collections relates directly to strategic goal number 3. Other strategic goals such as (4) Museum content and (7) Museum quality are directly impacted by the depth and quality of the collection. Strategic goals (1) Museum operations and (2) Museum support are indirectly impacted and increased by a quality collection such as this. Our action plan includes the ongoing development of new exhibits, the development and presentation of educational material, the collecting of artifacts, the presentation of public programs, the development of outside funding sources, and the development of cooperative partnerships.

D. Budget Program Number and Name: IIA – Collections

E. Agency Activity Number and Name: “Collections - 881”,

F. Detailed Justification for Funding

(1) Justification for Funding Increase:

- a. Mission and Outcomes – The collecting, interpreting, and presenting of South Carolina’s history is our core mission. This funding allows the museum to continue its excellence in the continual process of collecting artifacts, building exhibits based on the artifacts, and then presenting educational material in all five discipline areas. Successful outcome measures include the number of items collected, the number of new exhibits presented, the number of professional papers written, the number of school children attending, the number of taught programs conducted the amount of private or grant money received, and the amount of community interaction. The museum works with numerous science, educational, art and history organizations including the SC Arts Commission, SC Archives, and the Department of Education in the delivery of these outcomes.
- b. The base funding does not allow for the purchase of artifacts or collections and its subsequent storage. The requested funding will allow the museum to increase and enhance its collection, exhibit development, and educational interpretation.

- c. The South Carolina State Museum is the largest museum in the state and is the only one charged by statute to be all encompassing of the State's history. Other museums with very specific and limited content that are State funded are the McKissick museum at USC and the Confederate Relic Room; both located in Columbia.
- d. The acquiring of artifacts and collections can then be used for educational presentation in new exhibits which would allow the museum to meet the core mission of the museum and uphold the primary function of the museum as defined by law.
- e. There are no other sources of funds available to be used for this purpose.
- f. There is no existing General Funds carry forward and the Trustees of the Museum Commission have earmarked and restricted Other Funds Cash balances to the primary pressing need of the facility which is to renovate the permanent galleries and bring them up to current competitive standards.

(2)

FY 2007-08 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0
Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses	\$25,000	\$100,000			\$125,000
Total	\$25,000	\$100,000	\$ 0	\$ 0	\$125,000
<i>* If new FTEs are needed, please complete Section F (Detailed Justification for FTEs) below.</i>					

- (3) Base Appropriation:
- | | |
|---------|-------------------|
| | IIA - Collections |
| State | \$ 214,799 |
| Federal | \$ |
| Other | \$ 18,000 |

- (4) Is this priority associated with a Capital Budget Priority? NO _____ If so, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

(2) Justification for New FTEs

(a) Justification:

(b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0
(c) Fringe Benefits					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0
(c) Fringe Benefits					\$ 0

(3) FTEs in Program Area per FY 2006-07 Appropriation Act:

State _____

Federal _____

Other _____

Agency-wide Vacant FTEs as of July 31, 2006: _____

% Vacant _____%

H. Other Comments: Beginning in 1973 up until 1995; the State has invested into the acquisitions of artifacts. Once opened, the state annually funded the museum at an average of \$100,000/year until 1995. In 1999, there was an allocation from the capital reserve fund of \$100,000 and in 2007 there was one time funding of \$200,000. This acquisition is a core mission of the museum as defined by the enabling legislation.

II. DETAILED JUSTIFICATION FOR FY 2007-08 OPERATING BUDGET PRIORITIES

A. Agency Section/Code/Name: 19/H95/South Carolina State Museum Commission

B. Priority No. 3 of 3

E. (1) Title: Rent

(2) Summary Description: The museum is requesting recurring funds to cover the 37% increase (\$200,000) in operating rent we have received from General Services of the B&CB.

(3) Strategic Goal/Action Plan (*if applicable*):

D. Budget Program Number and Name: IA. - Administration

E. Agency Activity Number and Name: Education - 882, Collections – 881, Exhibits – 883, Operations – 884, Facilities – 885, Administration - 886

F. Detailed Justification for Funding

(1) Justification for Funding Increase:

a) N/A

b) N/A

c) N/A

d) N/A

e) We have a contract with the B&CB to pay actual operating rent as calculated and billed to us by General Services

(2)

FY 2007-08 Cost Estimates:	State Non-Recurring Funds	State Recurring Funds	Federal	Other	Total
Personnel:					
(a) Number of FTEs*					0.00
(b) Personal Service					\$ 0
(c) Employer Contributions					\$ 0

Program/Case Services					\$ 0
Pass-Through Funds					\$ 0
Other Operating Expenses		\$200,000			\$200,000
Total	\$ 0	\$200,000	\$ 0	\$ 0	\$200,000
<i>* If new FTEs are needed, please complete Section F (Detailed Justification for FTEs) below.</i>					

(3) Base Appropriation:

IA
State \$ 3,242,079
Federal \$
Other \$ 289,040

(4) Is this priority associated with a Capital Budget Priority? NO_____ If so, state Capital Budget Priority Number and Project Name: _____.

G. Detailed Justification for FTEs

(3) Justification for New FTEs

(a) Justification:

(b) Future Impact on Operating Expenses or Facility Requirements:

(2) Position Details:

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0
(c) Fringe Benefits					\$ 0

	State	Federal	Earmarked	Restricted	Total
Position Title:					
(a) Number of FTEs					0.00
(b) Salary					\$ 0

(c) Fringe Benefits					\$ 0
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(3) FTEs in Program Area per FY 2006-07 Appropriation Act:

State _____

Federal _____

Other _____

Agency-wide Vacant FTEs as of July 31, 2006: _____

% Vacant _____%

H. Other Comments:

III. DETAILED JUSTIFICATION FOR CAPITAL BUDGET PRIORITIES

- A. Agency Section/Code/Name: Section 19/H95/South Carolina State Museum Commission
- B. Priority No. 1 of 1
- C. Strategic Goal/Action Plan (*if applicable*):
- (1) Increasing attendance and revenues in order to become more self-sustaining and reduce and offset the loss of the amount of annual State appropriation.
 - (2) Increasing citizen, corporate, and foundation private financial support for the museum.
 - (4) To improve exhibits, educational programs and public programs.
 - (5) To provide assistance to the statewide museum community and to forge strategic alliances and partnerships that will magnify the museum's ability to provide benefits to the public.
 - (6) Provide facilities and technology that meet customer expectations, museum standards and programming needs.
 - (7) To secure a growing and diverse funding base to meet operational needs and to enable the museum to fulfill its vision of an ever-changing institution that is a model among museums nationally.
- D. Project Name and Number (*if applicable*): *Observatory, Planetarium, Theater (OPT) # H95-9501AC*
- E. Agency Activity: Collections, Education, Operations, and Exhibits
- F. Description of Priority: We are requesting a non-recurring appropriation of \$2.5 million. This sum represents the balance of public funding needed for the construction of an astronomical Observatory, multimedia Planetarium and 4-D Interactive Theater at the State Museum (OPT) Project). This project involves the renovation of the interior space of the Columbia Mills building to house the components. The existing 132,000 square feet that DOR occupies would be remodeled into more efficient space by creating a volume of space to house the planetarium and observatory and then sharing the remainder of the space with another tenant preferably a cultural institution like SC Arts Commission or the Institute of Anthropology and Archaeology. Square footage would be reduced to 75,000 sq ft. through the creation of the volume. The theater would be located in the existing theater space in the Museum. An annual appropriation of \$1 million for architectural and engineering planning was approved in 1999 for FY 1999-2000. SA bond appropriation of \$3,000,000 was approved in FY 2000. In 2007, a \$5.0 million appropriation was made. The total state portion of the project (for A & E, construction and start-up costs) would total \$11,500,000.

G. Detailed Justification for Funding

(1) Justification for Funding Priority: In order to grow and prosper in the high-technology economy of the 21st century, South Carolina must improve its educational system, provide abundant learning opportunities for its students, and create a cultural environment that supports continuing education for people of all ages. Of particular importance is progress in science and the technology. As former Secretary of Education, Richard Riley noted in a 1998 address, our students need to “get more serious about taking math and science courses,” and, as a society, “we must make sure that all students—not just the elite or the brightest—understand the importance of math and science in their lives.” American students trail their foreign counterparts in mastery of these essential disciplines, and South Carolina students rank low compared to those in other states.

Museums and science centers have an important role to play in improving the public’s knowledge of—and students performance in—mathematics and science. By communicating scientific concepts and phenomena in a clear, non-technical manner, they demystify science and raise the general scientific literacy of the public. By presenting science in an entertaining and intriguing way, they arouse the curiosity of the young and spur them to take challenging courses. Science museums are an important part of the educational infrastructure. That is why so many are being built around the world.

Compared to our neighboring states, South Carolina is deficient in informal learning centers that promote science and technology. **Our state has no major science museum.**

By adding an astronomical **observatory**, a multimedia **planetarium** and a 4-D interactive **theater** (OPT) to the South Carolina State Museum, we will establish a world-class center for broad public education and enlightenment in the sciences. This project addresses several educational priorities : to create “extra learning opportunities,” “to promote strong parent and community involvement,” and “to encourage career development and life-long learning.” It also proceeds from our strategic museum goals of 1) improving exhibits, educational programs and public programs, 2) providing facilities and technology that meet customer expectations, museum standards and programming needs, and 3) securing a growing and diverse funding base.

The OPT Project was included in our 2000 Update of the Overall Permanent Improvement Plan (OPIP) as priority number one for **(plan year)**.

OPT is a partnership between the public and private sectors. We are asking the state to invest \$11.5 million for architectural, construction and start-up costs. The South Carolina Museum Foundation, the auxiliary fund-raising arm of the State Museum, has committed to raising \$7.0 million from federal and private sources for equipment and an operating endowment.

By investing in OPT, the state will add a cutting-edge resource for science education to its educational infrastructure. OPT will provide:

- 1) Training and professional development for teachers, many of whom are teaching science without adequate preparation
- 2) Educational programs at the State Museum that combine astronomy, physics, life science, mathematics and other disciplines, even humanities and the arts
- 3) Outreach programs available to every school in the state via the Internet, videoconferencing and educational television
- 4) Services to higher education, such as specialized programs geared to the needs of university classes and student internships
- 5) Services to other planetariums in the state, such as sharing visual and graphic resources, providing technical assistance and professional education, and developing programs geared to South Carolina's science curriculum standards.

OPT will give young people growing up in South Carolina the same kinds of opportunities for exciting educational experiences that students in Georgia, Florida, North Carolina, Alabama and most other states now enjoy. And it will inspire many of those students to pursue scientific careers.

Combining the technological resources of an observatory, planetarium and a interactive 4-D theater with the collections, exhibitions and programs of the State Museum will create a learning center unlike anything in South Carolina, or anywhere else in the U.S. for that matter. We have found no other museum in the country that embodies all these features: an observatory accessible to all schools of its state via the Internet, a planetarium combining digital star projection with an all-dome video panorama, laser graphics capability and visitor-interactive technology; closed-circuit TV connection between the observatory and planetarium, and a interactive 4-D theater. OPT will be unique facility and a model for the nation.

Recognizing OPT's tremendous educational potential, the National Aeronautics and Space Administration has provided \$2 million to the project. Through its Southeast Regional Clearing House (SERCH), located at the College of Charleston, NASA plans a long-term educational collaboration with the State Museum to provide resources and programs (such as exhibitions, planetarium shows, observatory data, and distance learning programs), not only to students and citizens of South Carolina, but also to residents of twelve other Southeastern states, the District of Columbia, U.S. Virgin Islands, and Puerto Rico. We will become a major 'launching platform' for NASA educational programs throughout the region.

The infrastructure is in place for South Carolina to establish a major science center without creating a whole new institution. The State Museum is South Carolina's largest and most comprehensive museum. An educational facility, civic center and tourism attraction, our museum has served an average of 175,000 visitors per year since it opened in 1988. More than half our visitors are children from rural and urban communities in all 46 counties of the state. Our central location and excellent highway connections make the museum easily accessible to the entire population of the state and to travelers on I-26, I-20 and I-77. We have a diverse multidisciplinary museum, offering exhibits and educational programs in art, cultural history, natural history and science and technology. Collections and long-term exhibitions focus on the South Carolina experience; changing exhibitions address both South Carolina subjects and themes of national or international significance. This broad educational mission makes the State Museum the most appropriate location in the state for a multidimensional educational facility like OPT. OPT's state-of-the-art media technology

will teach through powerful, immersive experiences to expand mental horizons, ignite curiosity, fuel imagination and inspire further learning about the wonders of our world and the universe beyond.

(2)

Total Project Cost Estimates:	Additional State Funds	Previously Authorized State Funds	Total Other Fund Sources	Project Total
Total Project Cost*	\$2,500,000	\$9,000,000	\$4,500,000	\$16,000,000

* If additional annual operating costs from any source of funding are anticipated upon project completion please complete Sections H and I (Justification for Additional Future Annual Operating Costs) below.

H. Justification for First Year Additional Future Annual Operating Costs:

(1) Will additional annual operating costs be absorbed into your existing budget? ___NO___

If not, will additional state funds be needed in the future? ___NO

If state funds will not be needed in the future, explain the source(s) that will be used. Earned Revenue (admissions, fees, concessions), sponsorships, endowment income from SC Museum Foundation

(2) First Fiscal Year Additional Annual Operating Costs Are Anticipated: ___2008-09_____ Will this fiscal year require a partial or full year's operating funds? ___full___ If a partial year's funds are required, what portion of the year does it cover? _____

(3)

Additional Annual Operating Cost Details:	State Non-Recurring	State Recurring	Federal	Other	Total
Total Costs:					
(a) Number of FTEs				5	0.00
(b) Total Personnel Costs				\$300,000	\$300,000
(c) Furniture/Equipment				0	\$ 0
(d) Other Operating Costs				\$950,000	\$950,000
Total	\$ 0	\$ 0	\$ 0	\$1,250,000	\$1,250,000

I. Justification for First Full Year Additional Future Annual Operating Costs (*If Section H above represents a full year's operating funds, do not complete this section.*)

(1) Will additional annual operating costs be absorbed into your existing budget? _____

If not, will additional state funds be needed in the future? _____

If state funds will not be needed in the future, explain the source(s) that will be used. _____

(2) First Full Fiscal Year Additional Annual Operating Costs Are Anticipated: _____

(3)

Additional Annual Operating Cost Details:	State Non-Recurring	State Recurring	Federal	Other	Total
Total Costs:					
(a) Number of FTEs					0.00
(b) Total Personnel Costs					\$ 0
(c) Furniture/Equipment					\$ 0
(d) Other Operating Costs					\$ 0
Total	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

J. Other Comments:

Observatory

Using a historic, and optically superb, Alvan Clark 12 and 3/8ths-inch refracting telescope, acquired from Columbia University in New York City, students will:

- ◆ View brilliant images of the moon, planets and comets during scheduled evening programs,
- ◆ Observe the seething surface of the sun—in real time—by viewing closed-circuit TV images from the telescope projected on the planetarium dome,
- ◆ Conduct their own astronomy projects from classrooms statewide, using computers and the Internet to perform observations and receive telescopic images digitally. Astronomy lessons will serve as a springboard for the study of many other topics such as mathematics, general science, history and art.

It is important to remember that the state and its local school districts already have invested \$135 million to link the schools electronically and are spending \$9.2 million annually to service the interscholastic network (1998 figures from the Department of Education). OPT will capitalize on that investment to provide science education directly to the schools. Our Alvan Clark refractor will be the only telescope in the country dedicated to the school children of an entire state.

The observatory will also include a distance-learning classroom and educational TV studio, enabling the museum to offer a wide variety of outreach programs to all parts of the state and beyond.

Planetarium

Under a fifty-five-foot dome, using satellite television and video projection equipment, lasers and interactive technology, students and other visitors will:

- ◆ Safely view solar eclipses, as they happen, anywhere in the world,
- ◆ Witness live space missions from the shuttle and the International Space Station projected on the sky dome, providing a sense of being in space with the astronauts,
- ◆ Travel in virtual reality to explore the surfaces of Venus, Mars, and other worlds in space,
- ◆ Fly through the constellations and intergalactic space; orbit black holes,
- ◆ Learn how mariners navigated by the stars in the age of sail and how slaves escaped to the North by “following the drinking gourd,”
- ◆ Penetrate the atom and explore the structure of molecules like DNA

- ◆ Visualize mathematical concepts and construct mathematical models,
- ◆ Experience the laser as an exciting medium of artistic expression, and
- ◆ Control the direction of programs by responding to questions and making decisions on program options. The audience members will be not just viewers; they will participate in the journey of discovery.

4-D Interactive Theater

Using state of the art technology, the 4-D theater will be an emotional and sensory experience like no other in South Carolina. The theater will feature a signature film about the spirit, history, and heritage of the State of South Carolina that makes all its citizens so proud. Housed in the existing museum, the theater will feature a large screen that will make the visitors feel as though they are part of the film as they wear their 3-D glasses. ADDITIONNALLY, with interactive environmental and seat technology featuring special effects such as smells, rain, wind, and vibrations. The film will generate emotional responses that will have guests of all ages immersed in the experience. Also, regular 2-D and 3-D films centered around current exhibits and educational subject matter will be able to be shown.

OPT will position the South Carolina State Museum on the cutting edge of science education. As Dr. Jeffrey Rosendahl, NASA's Director of Education and Public Outreach, wrote, "We look forward to working with you to incorporate... the discoveries from our space science missions into the programming you will offer in your OPT complex. By so doing, we hope to help raise the scientific and technological literacy of school groups and general public visitors to the SCSM (SC State Museum). This will contribute directly to addressing the pressing national needs for substantially upgrading the quality of science, mathematics, and technology education in the United States and raising the scientific and technological literacy of all Americans."

FY 2007-08 COST SAVINGS & ACTIVITY PRIORITY ADDENDUM

I. 2% COST SAVINGS ASSESSMENT

- A. Agency Section/Code/Name: Section 19/H95/South Carolina State Museum Commission
- B. Agency Activity Number and Name: 885 – Facilities; 881 – Collections; NEW – Hall of Fame
- C. Explanation of Cost Savings Initiative: The museum's rent back to the B&CB is 56% (\$2.7 million) of our state appropriation. Salaries and benefits are 39% and other expenses are only 5%. Since we do not control thus can not reduce rent, the cuts realistically can only come through personnel cuts. The museum's valuable collection and nationally registered building is presently physically monitored 24 hrs/day, 7 days/week by in-house security personnel. We could conceivably rely on alarm systems and perhaps BPS to monitor the building for the third shift. We could cut our curatorial staff from 6 to 5. We currently have two curators in history which we could reduce to one assuming we could obtain a variance in RIFF procedures to do so. We would eliminate the Hall of Fame pass thru from our budget.
- D. Estimate of Savings:

FY 2007-08 Cost Savings Estimates:	General	Federal	Other	Total
Personnel:				
(a) Number of FTEs	1			1.00
(b) Personal Service	50650			\$50,650
(c) Employer Contributions	20805			\$20,805
Program/Case Services				\$ 0
Pass-Through Funds	25000			\$25,000
Other Operating Expenses				\$ 0
Total	\$96,455	\$ 0	\$ 0	\$96,455

- E. Activity Impact (*Describe the impact on the activity affected including the impact on customers and clients.*):
- Security 24/7** - The impact would be the potential damage and/or loss the museum would incur due to theft or fire or any other undetected malfunction such as a broken water pipe, roof leak, etc.
- Curator** - The impact would be the loss of the diversification focus and balance that two history curators provide. As a result, our educational impact would be diminished and our intent of universal appeal might be compromised.
- Hall of Fame**- These monies are new to the museum as pass thru funds and do not directly correlate with the mission of the State Museum.

F.

Summary of Cost Savings Initiatives for FY 2007-08:	FUNDING				FTEs			
	General	Federal	Other	Total	State	Fed.	Other	Total
Initiative Title: Security 24/7	26455	0	0	\$26,455	0	0	0	0.00
Activity Number & Name: 885 – Facilities								
Initiative Title: Curator	45000	0	0	\$45,000	0	0	0	0.00
Activity Number & Name: 881 – Collections								
Initiative Title: Hall of Fame	25000	0	0	\$25,000	0	0	0	0.00
Activity Number & Name: NEW – Hall of Fame								
TOTAL OF ALL INITIATIVES	\$96,455	\$ 0	\$ 0	\$96,455	0.00	0.00	0.00	0.00

FY 2007-08 COST SAVINGS & ACTIVITY PRIORITY ADDENDUM

II. PRIORITY ASSESSMENT OF AGENCY ACTIVITIES

- A. Agency Section/Code/Name: Section 19/H95/South Carolina State Museum Commission
- B. Agency Activity Number and Name: NEW – Hall of Fame
- C. Explanation of Lowest Priority Status: These funds are not a core objective of our agency.
- D. Estimate of Savings:

Estimate of Savings:	General	Federal	Supplemental	Capital Reserve	Other	Total
Personnel:						
(a) Number of FTEs	0	0	0	0	0	0.00
(b) Personal Service	0		0	0	0	\$ 0
(c) Employer Contributions	0		0	0	0	\$ 0
Program/Case Services	0	0	0	0	0	\$ 0
Pass-Through Funds	25000	0	0	0	0	\$25,000
Other Operating Expenses	0	0	0	0	0	\$ 0
Total	\$25,000	\$ 0	\$ 0	\$ 0	\$ 0	\$25,000

- E. Activity Impact (*Describe the impact on the activity affected including the impact on customers and clients.*):

Hall of Fame- These monies are new to the museum as pass thru funds and do not directly correlate with the mission of the State Museum. I understand they have substantial carry forward monies and could probably supplement those funds with private donations to support normal operations

F.

Summary of Priority Assessment of Activities	General	Federal	Supplemental	Capital Reserve	Other	Total	FTEs
Activity Number & Name: NEW – Hall of Fame	25000	0	0	0	0	\$25,000	0
Activity Number & Name:	0	0	0	0	0	\$ 0	0
Activity Number & Name:	0	0	0	0	0	\$ 0	0
Activity Number & Name:	0	0	0	0	0	\$ 0	0
Activity Number & Name:	0	0	0	0	0	\$ 0	0
TOTAL OF LOWEST PRIORITIES	\$25,000	\$ 0	\$ 0	\$ 0	\$ 0	\$25,000	0.00